

THE GLOBAL CONVERGENCE ON MOBILE MEDIA: WHAT DOES IT MEAN FOR EDUCATION?

A forum on mobile ubiquitous learning and initiative to
establish a Mobile e-Learning Lab



22 NOV 11



08 00

AM

TO

01 00

PM



E-THEATER FCM, MULTIMEDIA UNIVERSITY, CYBERJAYA



AGENDA

08.30AM ARRIVAL AND REGISTRATION

Welcome Coffee/Tea*

09.00AM WELCOMING SPEECH

Dr Koo Ah Choo

Forum Organiser

Faculty of Creative Multimedia

09.08AM OPENING SPEECH

Prof. Harold Thwaites

Dean, Faculty of Creative Multimedia

09.20AM ACADEMIA PRESENTATION 1

Prof. Peter Woods

Chair of Knowledge Management Centre

Multimedia University

09.50AM INDUSTRY PRESENTATION 1

Mr. Dan Kimball

CEO, Link-Learning, Singapore

10.20AM ACADEMIA PRESENTATION 2

Pn. Khatijah binti Mohtar

Mobile Learning Research Group,

Universiti Teknikal Malaysia Melaka (UTeM)

10.50AM INDUSTRY PRESENTATION 2

Mr. Shaifubahrim Saleh

President, PIKOM

11.20AM ACADEMIA PRESENTATION 3

Prof. Dr. Mohamed Amin Embi

Universiti Kebangsaan Malaysia (UKM)

11.50AM ACADEMIA - INDUSTRY FORUM

Moderator: En. Ahmad Shahrudin Amin b.

Sahar

Trainer/Consultant, Apple Malaysia

12.40PM CLOSING SESSION & SOUVENIR PRESENTATION

01.00PM END OF PROGRAMME

Lunch*

*Note: Water/Coffee/Tea and Lunch will be served at
e-Gallery foyer, Faculty of Creative Multimedia

PROFILE OF SPEAKERS

ACADEMIC PRESENTER 1

Professor Dr. Peter Woods

Dr. Woods is the Professor of Knowledge Management in the Faculty of Creative Multimedia, Multimedia University, Cyberjaya.

He is responsible for postgraduate research and taught courses in Knowledge Management and e-Learning applications and strategies. He is chairman of the University level Research Centre i-knowmedia.

His initial education was in architecture and from 1995 until 2001 he was Professor of Architecture at Universiti Malaya. Previously he had taught in North London Polytechnic, Sheffield Hallam University, the National University of Singapore and Manchester University.

His research and consultancy interests for the past thirty five years have been spread between low energy design, project, contract and knowledge management, and teaching and learning theory.

He has been a contributor in 8 books, 4 Government Reports (UK), 20 refereed journal articles, 40 international conference papers, and innumerable local conferences and seminars. He had 20 PhD students graduated, and many master students graduated. Also, he was the external examiners or assessors for several universities in Malaysia and overseas.

He was a member of Malaysia Low Energy Expert Panel, 1996-98, a member of the Low Energy Design Panel, International Energy Agency, 1998-2007, and a Malaysian Representative, Asia e-Learning Network (AEN), 2003-2004. Dr. Woods has lived and

worked in Malaysia and Singapore for over twenty nine years.

ACADEMIC PRESENTER 2

Khatijah binti Mohtar

FTMK Mobile Learning Research Group (FTMK MLearning) of University Teknikal Malaysia Melaka (UTeM) is a research group that focuses on mobile technology and how it benefits the educational sector. This group is led by Associate Professor Dr. Sazilah Salam. The research group had received and completed a research grant under the MOSTI Sciencefund to develop a multimedia ubiquitous m-learning system (2007-2009). The Research Group have also developed two award winning products: 1) Kids Cashier - a mobile educational game that allows children to learn Mathematics while playing the game and (2) MIMI that is a mobile educational story telling application that educate the users in various subject through an interactive story. Currently, the research group has ten postgraduate students who are working on a variety of mobile education applications. Khatijah is a PhD student and active member of the Research Group.

ACADEMIC PRESENTER 3

Prof. Dr. Mohamed Amin Embi

Prof. Mohamed Amin is well-known in Malaysia as a professional educator, academic leader and innovator in teaching and learning especially in the area of e-Learning. His contribution in the advancement of e-learning is evident in his R&D of innovative products such as the Virtual Teacher Education Centre

(VIRTEC), ELT-Online Teacher Resource Center (ELT-TREC), and the Web-CEPT (Web-based Creating, Editing and Publishing Tool) to name a few. He also pioneered several e-learning portals including the e-Learning Research Network (MyeLeaRN) and founded Malaysia's first open access educational journal, the Malaysian Online Journal of e-learning. A Professor at the Faculty of Education, UKM, Professor Amin's scholarly work in the field of education, especially in the area of e-learning, is recognised by the Government when he became the first recipient of the prestigious National Academic Award, MOHE. Internationally, his expertise in e-learning is similarly recognised when he received the distinguished ISESCO Science Laureate 2010 award for his contributions in Technology (e-Learning).

INDUSTRY PRESENTER 1

Dan Vance Kimball

Digital Media and Educational Technologist

Dan is a consummate Educational Technologist, a creative electronic product developer with 30 years of Engineering & Business development experience in software & hardware design for both computer and embedded products. He is the creative force behind the creation of a variety of innovative computer and multimedia products. He founded and ran two educational technology companies AudioTutor International Inc. in Santa Barbara California and currently Link-Learning Pte. Ltd. in Singapore. His personal interests are in Globalizing Education and delivering Powerful Tools for Learning.

INDUSTRY PRESENTER 2

Shaifubahrim b. Mohd Saleh

Shaifubahrim Mohd Saleh has more than 27 years of hands-on strategic and operational management experience working for 5 multinational companies in Malaysia and the region, as well as providing consulting to Government and Private Enterprises. He is certified in Change Management by Pritchett Rummler-Brache to consult in Corporate Growth, Culture Change and Performance Improvement. His industry experience covers Information Technology, Telecommunications, Insurance, Government, Defense and Public Utilities. He facilitates executive seminars on leadership and strategy locally and abroad.

He has been extensively involved in the ICT industry in Malaysia, Middle East and across the Asian region from managing ICT companies to advising national bodies in ICT policies and implementation. He was a Board member of the Multimedia Super Corridor (MSC) Malaysia (1999-2004), Chapter member of Talents-Ideas-Enterprise (TiE) Council, and was Board member of 3 public listed companies namely Edaran Berhad, eBCapital Berhad and Redtone International Bhd.

Currently, Shaifu is the President of PIKOM, The National ICT Association of Malaysia, and recently elected as President of the Malaysian Service Providers Confederation (MSPC). Aged 52, Shaifu holds a Bachelors of Science (Hons) Degree in Computer and Management from the Universiti Sains Malaysia. Married with 3 lovely kids, he resides in Petaling Jaya.

TRAINING/INDUSTRY FORUM CHAIR

Ahmad Sahar

Mac Trainer, OpenSOS Sdn. Bhd. Selangor,
Malaysia Information Technology and Services

Ahmad Sahar was System Engineer for Apple from 1999 to 2005 and he has been using Macs since 1989. Currently he is an independent trainer and consultant specializing in MacOS, iLife and Mac Certification training courses.

Before becoming an independent trainer, Ahmad Sahar was a System Engineer at Apple Computer. He provided Technical Pre Sales Support to a nationwide Apple VAR network, and was responsible for Office Automation, Networking and Internet access at the Apple Malaysia office. He also conducted training for Final Cut Pro, iMovie, Mac OS 9, Mac OS X, iTools, Quicktime Streaming and other tech related material. He also was in charge of managing accounts covering the public and private education sector.

Committee List

Advisors	Prof Harold Thwaites, Tuan Haji Mohammed Sabri bin Nasir Dr Koo Ah Choo
Coordinator Chair Secretary	Tengku Putri Norishah Binti Tengku Shariman Nadia Farizah Binti Badrudden
Industry Liaison member1 Industry Liaison member2 Design, montage, IT/AV Support	Dan Vance Kimball Rita Kazirah Binti Ab Rahim@Ibrahim, Azmawati Binti Mohd Lazim, Yusrin Zafran bin Md Yazam, Mohd Farid bin Mohamad Heder, Mohd Shahrul Nizam bin Baki Yuen May Chan
Programme Booklet Refreshment & Lunch	Helena Song Sook Yee
Master of Ceremony	Nadia Farizah Binti Badrudden, Tengku Putri Norishah Binti Tengku Shariman
Souvenir	Lydia Chin Weng Ping
Registration & Usher	Dr Hew Soon Hin, Lydia Chin Weng Ping, Nor Rofeah Abdullah Sani
Promotion & Publicity	All members, and SMILE SIG Chair, Assoc Prof Ken Neo
Photographer	Ling Siew Woei

Acknowledgement and Appreciation

MMU President, Prof. Dato' Dr. Muhamad Rasat Muhamad
Yayasan Universiti Multimedia (YUM)
Dean of Faculty of Creative Multimedia, Chief Exec Officer of Cnergy, Director of ITSD,
CEO of Link-Learning & President of PIKOM
Speakers of the forum, Members in MUEarn SIG
Administrative and technical support by ITSD, FCM technical team, FMD & Security

Organizers



For further contact of Academic-Industry-Research collaboration on mobile e-learning research lab, please email to Dr Koo (kooahchoo@gmail.com) or Mdm Tengku Norishah (tengku.norishah@mmu.edu.my).